

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (<http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm>). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality
Town of Rock

Mailing Address
5102 S. County Road D

City
Afton

State
WI

Postal Code
53501

County(s) in which Applicant is located
Rock

Type of Municipality: (check one)

☐ County ☐ City ☐ Village ☒ Town ☐ Other (specify)

Section II: Local Contact Information (check one):

Name of Municipal Contact Person
Bryce O'Leary

Title
Supervisor

Mailing Address
5903 W. Tripp Road

City
Janesville

State
WI

Postal Code
53548

E-mail address
bro@ticon.net

Telephone Number (include area code)
(608) 436-2843

Fax Number (include area code)
(608) 752-1193

Section III: Water Quality Concerns

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).

(Urbanized Area maps are available on the EPA web site at: <http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm>)

Total municipal area (in square miles):
29.668

Total municipal population (in year 2000):
3338

MS4 service area within Urbanized Area (in square miles):
1.23

Municipal population within Urbanized Area (in year 2000):
201.6

Section V: Potential Permit Exemption

Yes	No	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

**Notice of Intent to Apply for Coverage Under MS4 General Permit
Town of Rock Application Documentation**

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

The Town of Rock (Town) does not currently have a program in place designed to meet the requirements of section 2.1 of the MS4 general permit. In order to meet the requirements of the general permit (and section NR216.07(1) of Wis. Admin. Code) the Town will implement a public education and outreach program to increase the awareness of storm water pollution impacts on waters of the state to encourage changes in public behavior to reduce such impacts. The program will establish measurable goals and, at a minimum, include the following elements:

1. Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.
2. Inform and educate the public about the proper management of materials that may cause storm water pollution from sources including automobiles, pet waste, household hazardous waste and household practices.
3. Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.
4. Promote the management of stream banks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.
5. Promote infiltration of residential storm water runoff from rooftop downspouts, driveways and sidewalks.
6. Inform and where appropriate educate those responsible for the design, installation, and maintenance of construction site erosion control practices and storm water management facilities on how to design, install and maintain the practices.
7. Identify businesses and activities that may pose a storm water contamination concern, and where appropriate, educate specific audiences on methods of storm water pollution prevention.
8. Promote environmentally sensitive land development designs by developers and designers.

It is the Town's intention to correlate public education and outreach activities with other local towns within the Urban Area, the County of Rock, and the Cities of Beloit and Janesville. The goals of this program may be accomplished by use of municipal websites, surveys, mailings, speaking at public meetings, doing demonstrations, etc. based on intended audience for each activity. The purpose of the public education and outreach program is to gain greater support from the public regarding storm water management and water quality in general.

STRATEGIES AND GENERAL GOALS OF PUBLIC OUTREACH PROGRAM:

- Correlate public education and outreach activities with other local towns within the Urban Area, the County of Rock, and the Cities of Beloit and Janesville
- Identify all immediate storm water concerns and make contact with appropriate individuals or groups
- Seek assistance from other governmental or nongovernmental organizations which may already have education materials available
- Participate in educational programs for school-age children
- The Town will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The Town will submit the proposed public education and outreach program to the Department within 18 months of the start date of permit coverage. The Town will implement the public education and outreach program within 24 months of the start date.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

The Town of Rock (Town) does not currently have a program in place designed to meet the requirements of section 2.2 of the MS4 general permit. In order to meet the requirements of the general permit (and section NR216.07(2) of Wis. Admin. Code) the Town will implement a program to notify the public of activities required by this permit and to encourage input and participation from the public regarding these activities. This program shall include measurable goals for public involvement and participation and comply with applicable state and local public notice requirements.

STRATEGIES AND GENERAL GOALS OF PROGRAM:

- Encourage public input during the adoption/updating of applicable Town Ordinances and Programs
- Stream clean up and monitoring
- General community clean up by volunteers
- Conduct citizen surveys
- Organize citizen groups to monitor for potential pollution or illicit discharge
- Incorporate EPA's national menu of Best Management Practices
- The Town will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

6. In the case of an illicit discharge that originates from the Town's permitted area and that discharges directly to a municipal separate storm sewer or property under the jurisdiction of another municipality, the permittee shall notify the affected municipality within one working day.
7. The name, title and phone number of the individual(s) responsible for responding to reports of illicit discharges and spills shall be included in the illicit discharge response procedure and submitted to the Department in accordance with section 3.3.2. of the general permit.

STRATEGIES AND GENERAL GOALS OF ILLICIT DISCHARGE PROGRAM:

- Organize citizen groups to monitor for potential pollution or illicit discharge
- The Town will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.
- Develop a working storm sewer system map based on topographic maps

It is the Town's intention to participate in an illicit discharge program organized by the County of Rock.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

The County of Rock (County) adopted a Construction Site Erosion Control Ordinance effective March 1, 2004. The ordinance is based on the model ordinance developed in Appendix A of ch. NR 152, Wis. Adm. Code. The jurisdiction of the ordinance includes all unincorporated lands within the jurisdictional boundaries of the County of Rock where a town board has not adopted an ordinance under sec. 60.627, Wisconsin Statutes, including the Town of Rock. The ordinance contains references to DNR technical standards and specifications, performance standards, inspection and enforcement authority, and enforcement mechanisms that are used to obtain compliance.

STRATEGIES AND GENERAL GOALS OF CONSTRUCTION SITE PROGRAM:

- Response to and monitoring of citizen concerns and complaints
- Conduct regular site inspections to assure permits are being followed
- Conduct regular educational sessions for contractors and designers
- Update current Erosion Control Ordinance to meet the standards of Gen. Permit
- Incorporate the EPA's National Menu of Best Management Practices where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The County will submit the current construction site pollutant control ordinance and inspection and enforcement procedures to the Department for review following permit coverage. Any necessary ordinance amendments/additions will be submitted to the Department with 18 months of the start date of permit coverage and be adopted with 24 months of the start date.

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

See attached

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

See attached

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

See attached

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

See attached

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

See attached

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

See attached

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name

Mark Gunn

Title

Town Chair

Signature

Mark P. Gunn

Date Signed

5/30/06

E-mail address

Telephone Number (include area code)
(608) 752-8569

Fax Number (include area code)

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
PO Box 7921
Madison, WI 53707-7921

The County intends to continue to administer and enforce the current Erosion Control Ordinance countywide and specifically in the Town of Rock.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

The County of Rock (County) adopted a Storm Water Management Ordinance effective March 1, 2004. The ordinance is based on the model ordinance developed in Appendix B of ch. NR 152, Wis. Adm. Code. The jurisdiction of the ordinance includes all unincorporated lands within the jurisdictional boundaries of the County of Rock where a town board has not adopted an ordinance under sec. 60.627, Wisconsin Statutes, including the Town of Rock. The ordinance contains references to DNR technical standards and specifications, post-construction performance standards, inspection and enforcement authority, and long-term maintenance requirements.

STRATEGIES AND GENERAL GOALS OF STORM WATER PROGRAM:

- Response to and monitoring of citizen concerns and complaints
- Conduct regular site inspections to assure storm water facilities are functioning
- Conduct regular educational sessions for contractors and designers
- Update current Storm Water Management Ordinance to meet the standards of Gen. Permit
- Incorporate the EPA's National Menu of Best Management Practices where appropriate
- The County will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.
- Continue to promote conservation and low impact design

The County will submit the current storm water management ordinance and long-term maintenance procedures to the Department for review following permit coverage. Any necessary ordinance amendments/additions will be submitted to the Department with 18 months of the start date of permit coverage and be adopted with 24 months of the start date.

The County intends to continue to administer and enforce the current Storm Water Management Ordinance countywide and specifically in the Town of Rock.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

The Town of Rock (Town) does not currently have a program in place designed to meet the requirements of section 2.6 of the MS4 general permit. In order to meet standards of this section (and section NR216.07(6) of Wis. Admin. Code) the Town will develop and implement a pollution prevention program that establishes measurable goals for pollution prevention. The program will include:

1. Routine inspection and maintenance of municipally owned or operated structural stormwater management facilities to maintain their pollutant removal operating efficiency.
2. Routine street sweeping and cleaning of catch basins with sumps where appropriate.
3. Proper disposal of street sweeping and catch basin cleaning waste.
4. Road salt or other deicers are applied at no greater rate than necessary to maintain public safety.
5. Proper management of leaves and grass clipping, which may include on-site beneficial reuse as opposed to collection
6. Storm water pollution prevention planning for municipal garages, storage areas and other sources of storm water pollution from municipal facilities
7. Application of lawn and garden fertilizers on municipally controlled properties, with pervious surfaces over 5 acres each, in accordance with a site specific nutrient application schedule based on appropriate soil tests.
8. Education of appropriate municipal and other personnel involved in implementing this program
9. Measures to reduce municipal sources of storm water contamination within source water protection areas.

STRATEGIES AND GENERAL GOALS OF POLLUTION PREVENTION PROGRAM:

- Conduct regular site inspections to assure program is being followed
- Conduct regular educational sessions for staff, contractors and designers
- The Town will implement measurable goals and strategies for this program as the scope of the program is analyzed further in the future.

The Town will submit the proposed pollution prevention program to the Department within 24 months of the start date of permit coverage. The pollution prevention program will be implemented within 30 months of the start date.